

fashion calendar

File copy 1/14/58

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958

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FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 11, 1957</u>			
Friday Jan. 11 8:30 A.M.- 10:15 A.M. Breakfast	FASHION SHOW IN McCALL'S PATTERNS "Fashion Excitement, 1957"--special preview presented by Tobe; fashion show commentated by Dorothy Vernon, McCall's Paris representative. For stores and press, by invitation only. Publ: Miraed Peake, MU. 6-4600.	McCALL'S PATTERNS (McCALL CORPORATION)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Friday Jan. 11 9:00 A.M. Coffee	SPRING COLLECTION FOR VISITING PRESS Anthony Blotta (N.Y.D.I.) will present Spring fashions to the visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Friday Jan. 11 10:00 A.M.	SPRING COLLECTION FOR OUT-OF-TOWN PRESS Ben Reig (N.Y.D.I.) will present his Spring collection to the out-of-town press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	BEN REIG	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Jan. 11 11:00 A.M.	SPRING FASHIONS FOR VISITING PRESS Harvey Berin-Karen Stark (N.Y.D.I.) will present Spring fashions to the visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	HARVEY BERIN LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Friday Jan. 11 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, separates and playclothes. By invitation. Daily at 2:00 P.M. from Jan. 14. Publicity: Gloria Gelfand, PE. 6-8263.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Friday Jan. 11 12:30 P.M. Luncheon	JUNIOR GROUP SHOW FOR VISITING PRESS Junior Group (N.Y.D.I.)--Jack Horwitz Assoc., Mr. Mort, Junior Sophisticates and Reich-Goldfarb Spring fashions. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	FOUR MANUFACTURERS	HOTEL PIERRE GRAND BALLROOM
Friday Jan. 11 2:30 P.M.	VARIETY GROUP SHOW FOR VISITING PRESS Variety Group (N.Y.D.I.)--Suzy Perette, Pellon, Kate Greenaway (children's dresses), Leonard Arkin and Laros Lingerie Spring collections. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	FOUR MANUFACTURERS & PELLON	HOTEL PIERRE GRAND BALLROOM
Friday Jan. 11 5:00 P.M. Cocktails	SPRING HOSIERY SHOW FOR VISITING PRESS Preview by Chester Roth Associates for Mojud Hosiery (Auxiliary Member of N.Y.D.I.). By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	CHESTER ROTH ASSOC. FOR MOJUD HOSIERY	HOTEL PIERRE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 12	OPEN HOUSE FOR VISITING PRESS	MME. HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE
9:00 A.M.-	Mme. Helena Rubinstein will invite the visiting press to an open house		
12:00 Noon	breakfast. By invitation only. Publicity: Amy Blaisdell, EL. 5-2100.		
Saturday Jan. 12	THEATRE PARTY TRIP FOR VISITING PRESS	FIBER PRODUCERS; MILLS & MANUFACTURERS	NEW HAVEN, CONNECTICUT
11:00 A.M.	Ellen Lind Associates (<u>Auxiliary Member of N.Y.D.I.</u>) will invite the visiting press to preview The Theatre Guild's "The Tunnel of Love" starring Tom Ewell. Matinee at 2:30, followed by cocktails and dinner at Chi Psi, Yale University. By invitation. Publicity: Ellen Lind, PL. 3-4786.		

WEEK BEGINNING MONDAY, JANUARY 14, 1957

Monday Jan. 14	LEATHER PREVIEW AND VISIT TO A TANNERY	LEATHER INDUSTRIES OF AMERICA	R. NEUMANN & CO. HOBOKEN, N.J.
11:00 A.M.-	The visiting and local press will be invited to tour a tannery and preview		
3:00 P.M.	Spring fashions in leather shoes, accessories and fashions. Followed by luncheon. By invitation only. Contact: Billie Gould, MU. 6-7956.		
Monday Jan. 14	PREVIEW OF PRE- SUMMER COLLECTIONS	LEONARD & ANDREW ARKIN; 530 SEVENTH AVENUE STARKE OF LONDON	SHOWROOM - 6TH FLOOR
12:00 Noon	Preview of Leonard Arkin and Andrew Arkin at 12:00 Noon; Starke of London		
Luncheon	at 1:00 P.M. By invitation. Contact: Lois Lapper, WI. 7-5324.		
Monday Jan. 14	PREVIEW: "TRENDS OF THE 1930'S"	BROOKLYN MUSEUM	EASTERN PARKWAY 3RD FLOOR
3:30 P.M.	Informal research session and showing of the fashion trends of the 1930's by: Chanel, Hawes, James, Schiaparelli, Vionnet and others. For fashion press and designers by reservation; contact: Mrs. Phyllis Graves, NE. 8-5000.		
Monday Jan. 14	PRESS PREVIEW: "MISS BERGDORF" FASHIONS	BERGDORF GOODMAN	5TH FLOOR
4:30 P.M.	Preview of Resort daytime fashions and a group of specially designed cocktail and evening dresses for "Miss Bergdorf". By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Beginning Monday Jan. 14	OPENING: CHILDREN'S COUTURE DRESSES	CELESTE, INC.	1350 BROADWAY SHOWROOM - 3RD FLOOR
	Celeste will show their Spring Children's dresses. By appointment. Publicity: Rose Hilton, MU. 5-5133.		
Beginning Monday Jan. 14	PREVIEW OF FALL 1957 FABRICS	STRONG, HEWAT & BERRIDGE WOOLENS	112 WEST 34TH STREET SHOWROOM - 19TH FLOOR
	Showing of suit, coat and dress woolens, also imported woolens and worsteds from Ducharme and Kiener. By appointment only. Contact: Jean Russell at Berglas-Rieger, BR. 9-2015.		
Monday Jan. 14- Jan. 24	SECOND JAPAN SILK EXHIBITION	JAPAN TRADE CENTER	393 FIFTH AVENUE
	Showing of modern silks and designs of the 16th century; two Japanese dancing dolls; and men's and women's accessories, sports and lounge wear. Open to public 10:00-6:00. Contact: Elliseva Sayers, PL. 5-9700.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 15 10:00 A.M. Breakfast	PRESS PREVIEW: MID- WINTER FURNITURE Gimbels will preview new model rooms from their Mid-Winter furniture collection. By invitation only. Publ: Margot Infantino, LO. 5-1500.	GIMBELS	9TH FLOOR FURNITURE DEPT.
Tuesday Jan. 15 12:30 P.M. Luncheon	RESORT FASHIONS BY BRANELL Best will present Resort and early Spring fashions by Branell. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Best--Helen Latham, PL. 9-2000; Branell--Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA PEACOCK LOUNGE
Tuesday Jan. 15 2:00 P.M.- 4:00 P.M.	PRESS PREVIEW OF CHILDREN'S COSTUMES "Children in Style"--The Costume Institute's first children's exhibition, with a colorful presentation of costumes, portraits and fashion prints, from 16th to 20th centuries. Members' preview: Jan. 16, 8:00-11:00 P.M. Open to public from Jan. 17. Publicity: Lillian Green, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	FIFTH AVENUE & 82ND STREET
Tuesday Jan. 15 4:00 P.M. Coffee	PRESS PREVIEW OF SPRING FABRICS "With Color You Set the Mood"--Macy's fabrics-by-the-year and ready-made ensembles for the home. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Jan. 15 4:00 P.M. Tea or Cocktails	RESORT AND EARLY SPRING FASHIONS Showing of Claire Schaffel's custom fashions at Tuesday "Tea and Cocktail Time" shows. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CLAIRE SCHAFFEL (558 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday Jan. 17 12:00 Noon Luncheon	MILLINERY DIVISION LUNCHEON MEETING "Beauty Is Hat Deep - New Slant to the Top Story". Commentator: Virginia Harris, Wm. Filene's Sons, Boston. Co-Chmn: Frances Hodges and Conoldine Burnett. Prices: \$5.75, members; \$6.75, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Thursday Jan. 17 12:15 P.M.; 1:15 P.M.	"SEVENTEEN-BY-THE-YARD" FASHION SHOWS "Doubly Charming" January fabric promotion in cooperation with Simplicity Patterns, Jan. 17, 18 - 12:15 & 1:15; Jan. 19 - 2:00 & 3:00. Open to public. Publicity: Millie Cram, LO. 5-7960, Ext. 322.	STERN'S	2ND FLOOR FABRIC DEPT.
Friday Jan. 18 10:00 A.M.	PRESS PREVIEW OF MATERNITY FASHIONS Gimbels will preview their New Year collection of maternity fashions. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	3RD FLOOR BRIDAL SALON
Friday Jan. 18 11:30 A.M.	PRESS PREVIEW OF SPRING SHOE FASHIONS Saks will preview their Spring shoes fashions. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

OPENING OF SPRING COLLECTIONS IN LONDON, DUBLIN, ROME, FLORENCE AND PARIS

Beginning Wednesday Jan. 16- Jan. 18	"LONDON WEEK"-- SPRING COLLECTIONS Presentation by twenty-five manufacturers of ready-to-wear, accessories and British textiles. N.Y. Contact: Rosemary Sheehan, CI. 7-8060.	BRITISH MFRS. GROUP	LONDON, ENGLAND
Friday Jan. 18	OPENING OF IRISH COLLECTIONS IN DUBLIN Irene Gilbert (5:30 P.M.) 23 South Frederick St.; Sybil Connolly (6:30 & 9:30) 58 Grafton St.; Raymond Kenna (7:30) Shelbourne Hotel.	IRENE GILBERT; SYBIL CONNOLLY; RAYMOND KENNA	DUBLIN, IRELAND
Saturday Jan. 19- Jan. 21	OPENING OF ROMAN COUTURE COLLECTIONS <u>Jan. 19:</u> Showing of fashion accessories; La Tessitrice Dell'Isola, Fontana, Simonetta, Capucci. <u>Jan. 20:</u> Ferdinandi, Fabiani, Carosa. <u>Jan. 21:</u> Eleanora Garnett, Gattinoni, Mingolini-Gugenheim, Giovanelli. Contact: Costantino Parisi, Via De' Burro 147, Rome, Italy.	CENTRO ROMANO PER L'ALTA MODA ITALIANA	ROME, ITALY
Tuesday Jan. 22- Jan. 24	OPENING OF COUTURE COLLECTIONS IN LONDON <u>Jan. 22:</u> Norman Hartnell, Michael Sherard, Digby Morton, Michael. <u>Jan. 23:</u> Lachasse, Ronald Paterson, Victor Stiebel, Hardy Amies. <u>Jan. 24:</u> Charles Creed, Mattli, John Cavanagh, Worth. Contact: Ann Ryan, 233 High Holborn, London, W.C.1, England.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Tuesday Jan. 22- Jan. 25	OPENING OF FLORENCE COUTURE COLLECTIONS <u>Jan. 22:</u> Millinery Show; Avagolf, Valditevere, Mammini, Giara D'Arno, Vito, Myricae, Glans; Mirsa, Avolio, Bertoli, Marucelli Sport. <u>Jan. 23:</u> Marucelli, Antonelli, Schuberth. <u>Jan. 24:</u> Guidi, Veneziani, Emilio. <u>Jan. 25:</u> Giuliano, Zoen, Sarli, Centinaro, Gregoriana. Contact: G.B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
Beginning Monday Jan. 28	OPENING OF PARIS COUTURE COLLECTIONS <u>Jan. 28:</u> Jean Patou, Claude Riviere, Jacques Heim, Mad Carpentier, Vera Borea, Revillon, Raphael. <u>Jan. 29:</u> Balmain, Carven, Lola Prusac, Nina Ricci, Irene Dana, Madeleine de Rauch, Maggy Rouff. <u>Jan. 30:</u> Jacques Fath, Jean Desses, A.C.P., Lanvin (Castillo), Gres, Gruyere. <u>Jan. 31:</u> Christian Dior, Jacques Griffe, Jeanne Fardeau, Germaine Lecomte, Hermes, Renee Lise. <u>Feb. 1:</u> Anny Blatt, Guy Laroche, Jacqueline Godard, Michele Lambert, Catherine Sauve, Doeuillet-Doucet. <u>Feb. 2:</u> Charles Montaigne, Ardanse. <u>Feb. 4:</u> Bernard Sagardoy, Geo. Bilman. <u>Feb. 5:</u> Helen Hubert. <u>Feb. 6:</u> Maurice Roger, Georgette Renal. <u>Feb. 7:</u> France Pieri, Raymonde Coste. <u>Feb. 8:</u> Valentine Bourgade. <u>Feb. 11:</u> Irmone. <u>Feb. 12:</u> Amy Linker. <u>Feb. 13:</u> Line Carmine. <u>Feb. 14:</u> Regine Lutece. <u>Feb. 28:</u> Madeleine Vramant. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

Monday

SPRING COTTONS

SAKS-34TH

4TH FLOOR

Jan. 21

BY KAY WINDSOR

12:15 P.M.;

"My Fair Lady" Spring-into-Summer fashions by Kay Windsor. Press invited (12:15 P.M. show). Open to public. Publ: Arthur See, LA. 4-7000.

6:00 P.M.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 21 12:30 P.M. Luncheon	RESORT FASHIONS BY LUIS ESTEVEZ Resort fashions by Luis Estevez, available at the "Miss Bergdorf" Shop. Press by invitation. Public by reservation: PL. 5-1000. Grenelle contact: LO. 4-5820. Produced by Mary Alice Rice, CI. 6-1790.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR GRAND BALLROOM
Monday Jan. 21 3:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Seymour Jacobson will preview their Summer dress collection to press and resident buyers. By invitation. <u>Daily trade showings at 12:00 Noon from Tues., Feb. 5.</u> Contact: George Zukor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Jan. 22 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING BRIDAL FASHIONS Best will preview their Spring bridal fashions to the press. By invita- tion. Publicity: Helen Latham, PL. 9-2000.	BEST & CO.	3RD FLOOR BRIDAL SALON
Tuesday Jan. 22 4:00 P.M. Tea or Cocktails	RESORT FASHIONS AT AFTERNOON SHOW Richard Cole's Resort fashions available at Lord & Taylor, at Tuesday "Tea and Cocktail Time" shows. Public by reservation, contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 23 10:00 A.M. Breakfast	PRESS PREVIEW OF MID-WINTER FURNITURE Macy's will preview new model rooms to the newspaper press. <u>Preview for magazine press, Thurs., Jan. 24 at 9:30 A.M., 9th Floor, Furniture Dept.</u> Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Jan. 23 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW FLOORING "The New Floors of the Century"--William Gold will introduce a new concept in flooring. By invitation only. Contact: Ted Materna Assoc., GR. 7-8862.	WILLIAM GOLD, INC.	19 EAST 53RD STREET SHOWROOM - 2ND FLOOR
Thursday Jan. 24 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION The National Cotton Council will introduce Miss Helen Landon, the 1957 Maid of Cotton, and her washable cotton wardrobe at the 30th Annual Conven- tion of the Ass'n of American Soap & Glycerine Producers. Showing at 4:30 P.M. Contact: Ruth Goldberg, Soap Ass'n, MU. 6-3662; or Margot Herzog, Nat'l Cotton Council, BR. 9-4920.	SOAP ASSOCIATION & NAT'L COTTON COUNCIL	WALDORF-ASTORIA GRAND BALLROOM
Sunday Jan. 27 8:00 P.M. Dinner	SECOND ANNUAL "FIRST NIGHT BALL" Second Annual "First Night Ball" for benefit of the American Theatre Wing, with a 90-minute musical cavalcade "Salute to the President". Tickets: \$50.00, contact: The Weber Co., 147 E. 62nd St., TE. 8-5530. Publicity: Michael Sean O'Shea, 681 Fifth Ave., PL. 5-9487.	AMERICAN THEATRE WING, INC.	WALDORF-ASTORIA GRAND BALLROOM
Monday Jan. 28 5:30 P.M.- 10:00 P.M. Buffet	FASHION SHOW TO BENEFIT HUNGARIANS Furs, dresses and accessories by Gunther Jaeckel; shoes--David Evins; jewels--Trifari; make up--John Robert Powers. Guest of honor: Mgsr. Bela Varga. Tickets: \$6.00. Contact: Martha Palmer, 159 E. 55, PL. 1-2981.	FIRST AID FOR HUNGARY, INC.	HOTEL PLAZA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 29 10:00 A.M.	PRESS PREVIEW OF SPRING SHOE COLLECTION Gimbels will preview their Spring shoe collection. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR SHOE SALON
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Annual "March of Dimes" fashion show presented for the benefit of The National Foundation for Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; fashion show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publ.: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 30 9:30 A.M. Breakfast	PRESS PREVIEW OF PATTERN FASHIONS Preview of Spring fashions made in Advance and McCall Patterns. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Jan. 30 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING SHOE COLLECTION Best will introduce a new shoe collection by Dominic Romano. By invitation only. Publicity: Helen Latham, PL. 9-2000.	BEST & CO.	21 CLUB 21 WEST 52ND STREET
Wednesday Jan. 30 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Jan. 31 11:30 A.M.	PRESS PREVIEW OF SPRING BRIDAL FASHIONS Preview of Spring bridal gowns by Sophie in collaboration with Stephen Erklin; also SFA Originals. By invitation. Publ.: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Thursday Jan. 31 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Preview of Lee Claire's Summer cocktail, dinner and evening fashions. By invitation. <u>Daily trade showings at 12:00 Noon (luncheon) from Tues., Feb. 5.</u> Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday Jan. 31 2:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION By reservation. <u>Daily trade showings at 2:00 P.M. from Mon., Feb. 4.</u> Publicity: Pauline Greene at Charles J. Charney Co., PL. 7-0955.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Jan. 31 3:00 P.M.	PRESS PREVIEW OF SUMMER DRESS COLLECTION Preview of Edward Abbott's Summer cocktail, dinner and evening fashions, designed by Wilson Folmar. By invitation. <u>Daily trade showings at 10:30 A.M., from Tues., Feb. 5.</u> Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Jan. 31 4:00 P.M.	PRESS PREVIEW: SUMMER DRESS COLLECTION By invitation. Daily showings thereafter at 10:30 A.M. and 4:00 P.M. Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 1 12:00 Noon	ACCESSORIES AND COSMETICS LUNCHEON Prices: \$6.50, members; \$7.50, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Friday Feb. 1 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Claire McCardell's Summer collection. By invitation. <u>Daily</u> trade showings at 2:30 P.M. from Tues., Feb. 5. Contact: LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

<u>MONDAY, FEBRUARY 4</u>			
Rudolf Gowns.	10:30 A.M.	530 7th (12 FL), WI.	7-6865
<u>TUESDAY, FEBRUARY 5</u>			
Ben Reig, Inc.	10:00 A.M.	498 7th (23 FL), CH.	4-1542
A. Goodman & Co., Inc.	10:30 A.M.	530 7th (17 FL), WI.	7-4077
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 FL), LA.	4-7540
Jobere, Inc.	11:45 A.M.	530 7th (30 FL), PE.	6-1938
Jack Horwitz Assoc.	2:00 P.M.	498 7th (9 FL), LO.	4-1860
Paul Parnes Corp.	2:30 P.M.	498 7th (10 FL), CH.	4-4600
Harmay.	4:00 P.M.	498 7th (22 FL), PE.	6-5547
Ben Barrack, Inc.	Continuous daily	498 7th (7 FL), LO.	4-3923
<u>WEDNESDAY, FEBRUARY 6</u>			
William Fox, Inc.	1:00 P.M.	530 7th (21 FL), OX.	5-4070
Grabois	1:15 P.M.	498 7th (5 FL), CH.	4-2767
Larry Aldrich Co., Inc.	2:30 P.M.	530 7th (12 FL), CH.	4-1872
Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 FL), CH.	4-2655
<u>THURSDAY, FEBRUARY 7</u>			
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 FL), LO.	3-0988
Junior Sophisticates	1:00 P.M. & 4:00 P.M.	498 7th (4 FL), LO.	4-0462
Nat Kaplan, Inc.	1:15; thereafter 1:15 & 4:00	498 7th (21 FL), LO.	5-4115
Branell	2:30 P.M.	530 7th (27 FL), PE.	6-6983
David Levine Co.	2:30 P.M.	530 7th (21 FL), LA.	4-0237

Monday Feb. 4 2:30 P.M.	PRESS PREVIEW: BRIGANCE SUMMER COLLECTION Sportsmaker will preview Brigance's new Summer collection of dresses, beachwear and playclothes. By invitation only. <u>Daily trade showings from</u> <u>Wed.. Feb. 6, at 2:30 P.M.</u> Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Feb. 4 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION Jamison Classics will present their Summer dresses and separates collec- tion at 2:30 P.M. daily. Contact: Katherine Farmer, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, FEBRUARY 4</u>			
Zoltan-Rosenberg Co.	2:30 P.M.	550 7th (22 FL), LA.	4-6691
<u>TUESDAY, FEBRUARY 5</u>			
Kane-Weill	10:30 A.M.	498 7th (22 FL), LO.	5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 FL), LA.	4-9724
<u>WEDNESDAY, FEBRUARY 6</u>			
Davidow, Inc.	By appointment	550 7th (21 FL), PE.	6-6909
David M. Goodstein, Inc.	10:30 A.M.	550 7th (24 FL), LA.	4-2577

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 5 12:00 Noon Luncheon	OPENING OF SUMMER COLLECTION Lanz will present Summer dresses and separates. Box lunch (12:00), showing at 12:30, Feb. 5 - and Feb. 11 - 14. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 5 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses, designed by Lee Evans, will be shown Feb. 5 - 8 at 1:00 P.M. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 5 2:00 P.M.	PREVIEW OF JUNIOR SUMMER COLLECTION Preview for press and buying offices. By invitation only. <u>Daily trade showings from Feb. 6 at 11:30 A.M.</u> Contact: Lois Silverman, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Feb. 5 3:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, designed by Betty Carol. By invitation only. <u>Daily thereafter at 10:30 and 3:00.</u> Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Luis Estevez' Summer collection of dresses and costumes will be previewed by the press. By invitation only. <u>Trade showings at 12:00 Noon from Wed., Feb. 6 in their showroom.</u> Contact: LO. 4-5820.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
Tuesday Feb. 5 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing of Harmay's Summer dresses, suits and costumes at 4:00 P.M. daily. By reservation. Publ: Pauline Greene at Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 5 4:00 P.M. Tea or Cocktails	SPRING FASHIONS IN RAYON CREPE The American Rayon Institute will present Spring fashions in rayon by leading designers. Public by reservation; contact: "Beverly", TE.8-8000. Institute Publ: Ruth Hammer Assoc., EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	AMERICAN RAYON INSTITUTE	HOTEL PIERRE COTILLION ROOM
Tuesday Feb. 5 5:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Ceil Chapman's Summer collection will be previewed by the press. By invitation. Daily thereafter at 2:30 P.M. Contact: Carrie Arvani, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday Feb. 6 9:00 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW OF NEW BLANKETS St. Marys Woolen Mfg. Co. will present a new collection of 1957 colors and patterned blankets styled by Margaret Nelson. By invitation only. Publicity: Florence Brobeck, MU. 8-8197.	ST. MARYS BLANKETS	200 MADISON AVENUE SHOWROOM - 2ND FLOOR
Wednesday Feb. 6 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Hannah Troy will preview her Spring collection. By invitation. <u>Daily trade showings at 1:00 P.M. from Tues., Feb. 5.</u> Publ: Gladys Steiner, PL. 1-2820.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 6 12:00 Noon Box Lunch	PREVIEW OF SUMMER DRESS COLLECTION Press and buyers will preview Dan Keller's Summer dress collection. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.
Thursday Feb. 7 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING BRIDAL FASHIONS Macy's will preview their Spring bridal fashions. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION Tina Leser's Summer collection daily at 10:30 A.M. Contact: LO. 5-7514.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FL.
Thursday Feb. 7 1:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Elfreda-Visioni will preview their Summer collection. By invitation only. Daily thereafter at 1:00 P.M. Contact: CH. 4-2659.	ELFREDA-VISIONI CORP.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Beginning Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Richard Cole's Summer collection of all-occasion dresses designed by Alan Phillips at 1:00 P.M. daily. Publ.: Lee Klein at Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Thursday Feb. 7 1:00 P.M. & 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Junior Sophisticates will present their Summer dress collection at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Sylvia Kaplan will present Summer dresses and ensembles. Daily thereafter at 1:15 and 4:00 P.M. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Thursday Feb. 7 4:00 P.M. Cocktails	PREVIEW: SUMMER SPORTSWEAR COLLECTION Press and buyers will preview Summer sportswear and beachwear by Greta Plattery. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.	PLATTERY COUNTRY WEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Trade showings Feb. 12, 14, 19 at 10:30 A.M. By reservation. Contact: Marian Mitchell, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Feb. 12 10:30 A.M.	PRESS PREVIEW OF COUTURE COLLECTION Preview of Jane Derby's Summer couture collection. Also, Feb. 13, 14, 15, 19, 21, 26, 28 at 10:30 A.M. By invitation. Thereafter by appointment. Contact: Estelle Marr, LA. 4-9350. Publ.: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 12 2:30 P.M.	OPENING OF SUMMER COLLECTION Christian Dior-New York will present their Summer collection at 2:30 P.M., Feb. 12, 13, 14, 15, 18 and 19. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR